

Main Street Reisterstown Program

Minutes

Location/Date: Reter's Crabhouse, Reisterstown - April 22, 2013

Attendees: Amy Mantay, Mary Molinaro, Calvin Reter, Brad Reter, Jimmy Roberts, Dave Powers, Ernie Schmidhauser, Paul Davolos, Colleen Brady, Shirley Smith, Officer Willis, Glenn Barnes, Kinsey Gill, Pat Brooks, Carin Smith, Irwin Kramer, Rachel Clift, Kevin Kowitz, Michelle Sholund, Jake McGeoy, Katie McGill, Frank Novotny, Kathy Gambrell, Tony Baysmore, Jennifer Heinstadt, Dan Carey, Jonathan Schwartz, J T Doer

Amy started the meeting with reports from the committees.

Mary said that the **organization committee** met Thursday evening (April 17th) and continued working on the budget for the current year plus two more years to be prepared for the time we apply to the State.

Paul said the **economic restructuring committee** met this morning and Pat shared some information she was given when she attended the State training program downtown last month. It was about State sponsored programs for property owners and business owners. Shirley will followup to see if Reisterstown qualifies.

Jake said the **promotion committee** met this morning and discussed how to help get events advertised out to the community and businesses. They will actively recruit extra help at the next meetings of the business owners.

Irwin said the **design committee** has not set another meeting date. Amy said that she got an email from Peter Kirks and will let Irwin know when he can meet with the group.

Dan said the **clean, safe, and green committee** held a meeting this morning and discussed the Merchant on Patrol program starting soon; hopefully after the business meeting. They have banners for the table. They have a coupon to give participants of Clean Up Day and will be looking to see if any other businesses want to participate.

Amy said they are working on completing the tree planting of the dogwoods being donated by Live Green Landscaping before the end of the month and she will email when the event will occur. The trees will be planted at the Middle School. Mary reminded her to be careful that there wouldn't be a lot of staking and rope on the front lawn with the upcoming Bloomin' ArtFest. We wouldn't want anyone to fall. Amy said she will get in touch with Marc at the Patch and Jacob at the Community Times so we have some publicity.

She talked about the upcoming events and said that Organization and Promotion committees need to work together regarding the tables for these events, staffing and materials.

Clean-ups – our event is scheduled for May 4th, 10am until noon. It will be held on the first Saturday of the month (June 1, July 6, August 3, Sept 7). Meet at Reter's Crabhouse

Bloomin' ArtFest – Saturday, May 11th from 10am – 5pm at Franklin Middle School.

Fire Department Parade – May 18th at 9am a parade will be held to celebrate the 100th Anniversary of the Firehouse. Main Street from Chartley Drive to Village Center Drive

The Gathering – June 8th Pending

Music on Main Street – events will start Friday evening, June 21st and continue for 10 straight Fridays at front Lawn of Franklin Middle School.

Farmers Market – events will start Sunday, June 2nd from 10am-2pm and continue every Sunday until early September. It will be setup on the grass area behind 358 and 360 Main Street .

Amy is developing a brochure and working on what to do at the summer events. She plans to have the summer calendar on one side and the map and businesses on another. Mary said that Chartley is developing something to hand out which will have a calendar on one side and list some of the historical properties along Main Street with a short description about the history encouraging everyone to do a Walking Tour. The hope being to bring people back to town after they visit for Bloomin' ArtFest.

Amy talked about Merchant Networking:

To discuss:

- Retail/restaurant promotions and tie-ins to events
- Extended hours during events
- Shared Parking
- Merchants on Patrol

Morning meeting: Bubb's Deli (Tuesday, April 30th at 8:00am)

Evening meeting: Java Mamma's (Monday, April 29th at 6:30pm)

Amy had flyers she prepared and asked the businesses to post the color ones and everyone to take some to hand out. The Promotion committee will be taking them to the businesses but can use help.

Amy talked about letterhead which has been developed over the past week to use for all correspondence. Calvin talked about the need to develop:

1. Committee protocol
2. Chain of Command
3. Committee chairperson responsibility
4. Committee decisions approval by total Main Street committee before making public
5. Letter from Director of Planning Department to Reisterstown Improvement Association advising that Amy Mantay is the Acting Reisterstown Main Street Manager or Director.
6. Amy can then sign letters as such along with the signature of the president of Reisterstown Improvement Association.
7. Committee chairs must get Presidents approval before placing a title on a committee member's job.
8. E-mails between members discussion action and other items concerning the Main Street Committee without informing the total committee.

There was a little discussion on the topics. Amy said there wouldn't be a problem for Andrea Van Arsdale to send the letter to RIA. Glenn said that since the letterhead actually lists the Officers and Board members, letters do need to be reviewed before mailing to be sure they are appropriate with the mission of the Reisterstown Improvement Association and everyone is aware it is being mailed. Jimmy said that the actual title in the Merchants on the Patrol letter that is planned to send to businesses who sign onto the program actually listed him as Assistant for the Chartley COP program.

Tony is working with the county to get a new trash can placed in front of the school rather than a trash bag.

We will need to prepare a list about manning the booths at future events.

Kinsey spoke to her uncle who owns Uniform Graphics and has supplied shirts to many Reisterstown groups in the past. He would like to give a quote for t-shirts. Amy suggested navy blue shirts with the Main Street Reisterstown logo in white. She will get a quote and was also suggesting selling shirts at the upcoming events at our table. JT will check with VTees to get a quote. Also, HandPrint Solutions which has an office on Main Street and in the Business Center across from the Middle School can be contacted for a quote.

Kathy shared flyers developed by Rachel Clift to promote Bloomin' ArtFest. They printing was donated by Chartleytowne and she asked people to takes some to handout and post in their businesses. She also had business cards they could take. Kathy also reminded everyone about the raffle for the football. Tickets cost \$5.

Mary reminded everyone that most people in the group have joined Reisterstown Improvement Association which is only \$25 for a year. She had applications for those who need to renew or are joining new.

Michelle told everyone about an event this Saturday on the front lawn of Secrets on Main Street from 10am – 6pm encouraging everyone to come enjoy and bring friends.

Facebook/website (on-going)

The next meeting will be held at Reter's Crabhouse, Monday, April 29, 2013 at 10am.